

Welcome

Please call-in: +1 (914) 339-0030

Attendee Passcode: 238-509-398

(Note: Panelists received a different passcode via email)

We'll get started with roll call in a few minutes...

FEBRUARY 18TH, 2015, 1-2:30PM



INTRODUCTIONS & ICEBREAKER

Roll Call

- Imperial
- Inyo
- Riverside
- San Bernardino
- San Diego

Icebreaker

What's your go-to source to find community health data?

If you don't have one currently, what kind of data are you looking for?



Today's Agenda



1:15 – 2:00pm

Peer Learning Exchange: Evaluating PSEs

- LHDs Share Evaluation Successes and Challenges
- PSE Evaluation Overview
 - Evaluation Plan
 - Tools and Resources
 - Q & A, Sharing

2:00 – 2:30pm

TRC Updates

- Evaluation
- Media
- Training
- Technical Assistance



Evaluating PSEs



FRED MOLITOR & LAUREN WHETSTONE, NEOPB RESEARCH & EVALUATION

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

MODERATED BY REBA MEIGS, EVALUATION SPECIALIST, INLAND DESERT TRC



Nutrition Education and Obesity Prevention Branch
Priority PSE Strategies

1. Qualifying childcare centers self-assess and undertake improvements in healthy eating and physical activity policies including healthier snacks or meals, making water the primary beverage of choice for snacks and meals, limiting the amount of screen time to no more than two hours per day, adding or increasing the amount of physical activity to their curricula, and establishing farm to preschool at early childhood sites.
2. Schools and/or districts establish model wellness policies, including afterschool, that meet or exceed the USDA minimums. Includes drinking water at schools
3. Schools and/or districts, retail and/or worksite to participate in Farm to School/Farm to Fork procurement systems.
4. Schools and/or districts have Joint Use Agreements for recreational, gardening, and cooking facilities.
5. Healthy retail strategies to improve grocery store options e.g. raising CX3 scores by improving availability of healthy foods sold, increasing healthy and decreasing unhealthy interior/exterior signage, etc. May also include a voluntary Healthy Food Retailer Recognition Program.
6. The overall *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³)* scores for the food environment are improved in low-income neighborhoods. Work with neighborhood vendors and restaurants to improve menu selections and marketing of healthier items. Focus on restaurants/mobile vending.
7. Institute policy to offer structured physical activity programs in low-income settings or for low-income children, youth, families, and elders.
8. Identify and provide opportunities to communities for land, water, and other support for community and school "edible" gardens.
9. Qualifying worksites self-assess and participate in the *NEOPB* Worksite Program (California Fit Business).
10. Promote active transport and work to improve access to safe streets through Safe Routes for all users, including bicyclists and pedestrians.
11. Increase access to farmers markets through location, Electronic Benefit Transfer (EBT) and Women, Infants, and Children Supplemental Nutrition Program (WIC) coupon acceptance to increase consumption of fresh fruits and vegetables or other systems changes that promote access to healthy foods.
12. Promote healthy food and beverage standards from county welfare offices, public housing units, city parks and recreational facilities and/or school vending machines in eligible settings serving low-income populations. Provide healthy beverage alternatives in appropriate serving sizes.
13. Collaborate with local youth-serving organizations working with low-income populations (such as parks and recreation, sports leagues, booster clubs, etc.) to ensure that healthy foods and beverages are available at community events for purchase. Encourage organizations to seek healthy beverage sponsorships.

Find it online at:

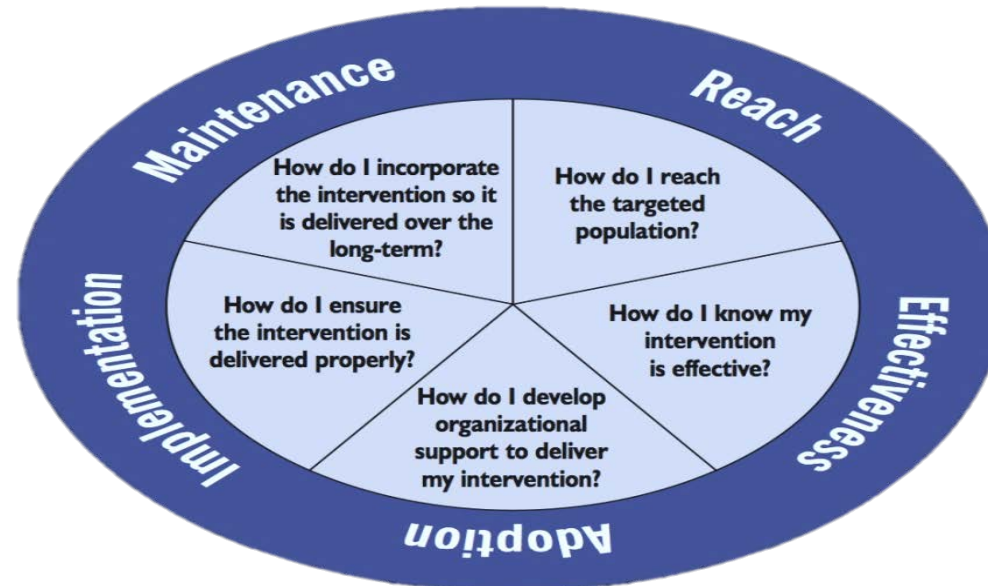
<http://www.cdph.ca.gov/programs/cpns/Documents/RE-AIMPriorityPSEStrategies.pdf>



LHD PSE Evaluation Updates

BACKGROUND

The Research and Evaluation Section developed a strategy for the evaluation of policy, system, and environment change using the RE-AIM framework



PSE EVALUATION TOOLS: INDICATOR SUMMARY SHEETS

Purpose:

Provides a snapshot of the indicators that NEOPB reports to the USDA

Availability:

One for each NEOPB priority strategy

Online – <http://www.cdph.ca.gov/programs/cpns/Pages/PSEvaluationRE-AIM.aspx>

Expectations of LHDs:

To the extent possible, core indicators will be collected by all local health departments

Notes:

Aligned with Western Region SNAP-Ed Evaluation

Framework – <http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf>

PSE EVALUATION TOOLS: EVALUATION PLAN TEMPLATE

Under revision

Purpose:

Provides a tool for LHDs to plan and organize their evaluation

Availability:

Online – <http://www.cdph.ca.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx>

Expectations of LHDs:

Document indicators to be measured along with methods

Highly encouraged, but not required; benefits*:

- Provides direction and guidance through each step of the process of evaluation
- Helps in making decisions on what sort of information is really needed
- Can help prevent time being spent gathering information that is not needed
- Helps in identifying the best possible methods and strategies for getting the needed information
- Prompts the development of a realistic timeline
- Helps to focus and improve PSE interventions
- Makes the technical assistance process with RES liaisons more efficient

Notes:

Revision will provide more guidance

*Adapted from the University of Kansas Community Toolbox, <http://ctb.ku.edu/en/table-of-contents/evaluate/evaluation/evaluation-plan/main>

PSE EVALUATION TOOLS: ANNUAL EVALUATION REPORT

Under revision

Purpose:

Provides a strategy-specific form for LHDs to report on core indicators that NEOPB reports to USDA

Expectations of LHDs:

Annual reporting is required

Notes:

Revision will include LHD feedback from year 1 of reporting (FFY14)

PSE EVALUATION TOOLS: NARRATIVES

Purpose:

Provides qualitative data that compliments the quantitative indicator data collected through the annual PSE evaluation report (Access report)

Expectations of LHDs:

At least one PSE narrative is required annually with the 4th quarter progress report

Notes:

Topics include a summary of the intervention, barriers and solutions, and future directions/sustainable success

PSE EVALUATION TRAINING AND TECHNICAL ASSISTANCE

Recorded training webinars

- Introduction to RE-AIM
- PSE reporting <https://student.gototraining.com/2c0f6/recording/352084875188577792>

Recorded PSE webinars/teleconferences for each of the 12 NEOP priority PSE strategies that included introductions to RE-AIM

- <http://cdphinternet/programs/cpns/Pages/ProgrammaticInitiatives.aspx>

One-on-one technical assistance to LHDs on PSE evaluation and development of a PSE/RE-AIM evaluation plan

- Recommendations for methods and tools for measuring RE-AIM indicators

School Wellness Example

Enhancing a school wellness policy at the district level

What would you document to show success?

- Reach of the policy
 - Number of students, number of SNAP-Ed eligible students in district
- Effectiveness
 - Scores of assessment tool, if used (e.g., WellSAT)
- Adoption
 - Task forces, partners, community member involvement
 - Adoption of new/improved policy (Yes/No)
- Maintenance
 - Community and SNAP-Ed resources
 - Describe maintenance strategy



Community Garden Example

Garden established in a county park

What would you document to show success?

- Reach:
 - How many people worked in, learned in, ate from the garden?
- Effectiveness
 - Size of the garden, number of plots, number of different items grown
- Adoption
 - Task forces, partners, community member involvement
- Implementation
 - Integrated with nutrition education, marketing, training, community involvement
 - Other indicators of a quality garden: reliable water source, composting area, formal approval for land, written membership agreements, community space, play area
- Maintenance
 - Community and SNAP-Ed resources
 - Describe maintenance strategy



Questions?

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Inland Desert TRC Updates February 2015



TRC Contract Extension

- TRC work will officially continue thru September 30th, 2015
- Will provide more details soon as we hear them regarding services we can provide between the months of May – Sept (e.g. same SOW, additional activities, etc.)
- No official word yet on TRC funding plans beyond September
- Always welcome LHD feedback as we learn & grow



Media & PR Update



DAN BENNETT, MEDIA & PR SENIOR MANAGER, INLAND DESERT TRC

Media & PR

- Local Video Projects
- Women's History Month (March)
- Signature Events, Upcoming Informational Webinars Offered by CDPH:
 - [Public Health Week](#) (1st Week of April) Webinar set for February 23, 2015 11:00 AM - 12:00 PM PST. [Register here](#)
 - Healthy Beverage Month (no designated month)
 - Fruit & Veggie Fest (May)
 - Black Health Awareness, Action & Advocacy Month (June)
 - Power Up Your Summer! (June-August)
 - [Safe Routes to School Day](#) (1st Wed of October)
 - Latino Health Awareness Month (September)
 - [Food Day](#) (October 24th)
- "Meet the Media" Opportunity on Next Month's LHD/TRC Webinar



Training Update

Save
The
Date!

ELLE MARI, TRAINING & TECHNICAL ASSISTANCE SENIOR MANAGER,
INLAND DESERT TRC

Partnering with Small Stores to Improve the Retail Environment

3/10/15 1:00 – 2:30pm

- Free Webinar
- Intermediate Level, but Open to All
- Optional but Encouraged Pre-Webinar Assignment Will be Sent to Registrants
- [Register Here](#)



Check Out Other Learning Opportunities

- Upcoming webinars are offered through several partners and institutions on a wide-variety of topics
- See bi-monthly *Inland Desert TRC: Tips, Tools & TA* emails (from Rachel Kramer) for more details on outside learning opportunities
 - Be on the look out for the next email update very soon!

for CHA

Hello Inland Desert Partners,

[News & Updates](#)

Monthly Inland Desert Service Area Calls/Webinars
Next Webinar is Wednesday, February 18th (1 – 2:30pm)
Peer Learning Exchange Topic: Evaluation

This is an opportunity to connect with the TRC and your fellow colleagues in the field for support, to share successes and challenges, and work together to improve the health and well-being of the community.

Save the Date: SNAP-Ed Local Implementing Agency Forum
March 17 – 18, 2015, Sacramento, CA

The Forum will bring all five SNAP-Ed implementing agencies and subcontractors together to increase coordination, cohesion and collaboration to promote healthy food choices within a limited budget and choose physically active lifestyles. Additional information coming soon.

[Upcoming Trainings](#)

**Denotes a training led by the Inland Desert TRC

Farm to School & Youth Leadership, Two Part Webinar Series
February 9 (12:30 – 1:30 pm)
February 17 (12:30 – 1:30pm)
[Register here](#)

This webinar series will introduce participants to the Institute for Agriculture and Trade Policy's high school-level Farm to School Youth Leadership learning activities that also strengthen their school's Farm to School program and link them directly to farmers in their community. Implementation while reducing the amount of legwork and research required of teachers or food service staff to establish or expand a Farm to School initiative.

**** Seeding the Neighborhood: Strategies to Promote Urban Agriculture**
February 10 (10:00 – 11:30am)
[Register here](#)

Technical Assistance Update



ELLE MARI, TRAINING & TECHNICAL ASSISTANCE SENIOR MANAGER,
INLAND DESERT TRC

Tools

- Archived Training Materials, [Contact Elle](#)
- Recorded Webinars, [Contact Elle](#)
- Listserv, [Contact Rachel](#)
- Fact Sheets– Coming Soon!
- One-on-One Support is an Email/Phone Call Away
 - Subs, LIAS, and CNAP members welcome to contact us too
- Mentorship and field shadowing possible



Free Photography!



To request, please contact: David Martin davidm13@ucsd.edu

March Monthly Check-in Webinar

Wednesday, March 11th, 2015

1:00-2:30pm

Discussion Topic: Meet the Media

The San Diego
Union-Tribune.

*Meeting invitation coming soon! Please forward to media-interested staff and partners, and your recently trained media spokespeople.

